

**MINUTES**  
**GREEN BAY TRANSIT COMMISSION**  
**Wednesday, May 15, 2013**  
901 University Avenue, Commission Room  
**8:15 a.m.**

**MEMBERS PRESENT:** Roger Kolb, Chair; John Withbroe, Vice Chair; Scottie Corrigan, Secretary; Alderman Jim Warner, Kevin Kuehn and Ron Antonneau

**ABSENT:** David Harp,

**OTHERS PRESENT:** Tom Wittig, Transit Director; Patty Kiewiz, Assistant Transit Director; Essie Fels, Recording Secretary; Lisa Conard, Brown County Planning; Cole Runge, Brown County Planning; Trevor Fuller, Village of Allouez; Rolf Johnson, Neville Museum Director; Celestine Jeffreys, Green Bay Area Public School; George Jackson, MV; Larry Juley, Karen Jossart, and April Herlache

**1. Call the meeting to order**

Chair R. Kolb called the meeting to order at 8:19 a.m. He stated that it was suggested to move agenda item #7 up after the approval of the minutes. The agenda was amended and R. Kolb stated to continue with item #2.

**2. Approval of Agenda**

J. Withbroe made a motion to approve the May 15, 2013 agenda. K. Kuehn seconded the motion. Motion carried.

**3. Approval of the minutes of the April 17, 2013 meeting**

J. Withbroe made a motion to approve the minutes from the April 17, 2013 meeting. K. Kuehn seconded the motion. Motion carried.

**4. Update: Staff report regarding *the 2014-2018 Transit Development Plan (TDP) for GBM***

L. Conard stated that the Transit Development Plan (TDP) work group continues to make progress. The work group last met on April 24th and plans to meet again in June. In the interim, L. Conard stated she plans to finalize two chapters and draft a third. Public meetings will be scheduled for early fall. The project is on schedule.

R. Antonneau asked if the plan will address the impact of the 10% reduction in state funding for the 2012/ 2013 biennium and the potential effect that moving transit from the transportation fund into the general fund may have on the system.

L. Conard stated yes.

**5. Discussion/Action: Resolution NO. 2013-01 approving GBM as the Designated Recipient of Federal Section 5310**

C. Runge indicated in your packet you should have received a resolution and in front of you today, you received a brief staff report outlining what this process is about.

He gave a brief overview of the process. Under the previous federal transportation authorization, which was SAFETEA-LU, there were two programs that were designed to enhance mobility for seniors and people with disabilities. These programs were:

The Section 5310 Capital Assistance Program largely used to acquire vehicles for specialized transportation services like those provided by Red Cross. Red Cross was able to take advantage of that program many times over the last several years to acquire vehicles and they were able to buy some vehicles that they share with NEW Curative and Brown County Human Services. It has been a very useful program for Red Cross over the years.

The other program was called the New Freedom Program and we never had any applications for that around here. But that was designed to enable people with disabilities to find and retain employment. That was heavily used throughout the country as well.

SAFETEA-LU has expired, and, in July of last year, a new federal transportation authorization was signed into law, which is known as MAP-21. Now what happened under MAP-21 is the two earlier programs were combined into one program. The new title is Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program.

Under MAP-21 all the activities eligible under the previous two programs are still eligible for funding. In the past, those two programs were administrated by WisDOT. What the WisDOT has decided to do with this new program, for areas with at least 200,000 people, like Green Bay, is to basically shed the administrative responsibility and ask the locals to take care of the program from here on out. So what we have to do now, between the MPO and Transit Operator, is come up with a program and a process to administer the program, and then distribute the funds locally.

The first step in that process is to establish what is called a Designated Recipient. According to representatives of WisDOT and the Federal Transit Administration, they suggested that Green Bay Metro should be the designated recipient because they have experience with similar programs. Once that is finished, we will put together a Memorandum of Understanding (MOU) to identify the tasks that Metro and the MPO-Brown County Planning will complete for this program.

One of those tasks, once we have the MOU finished, is to develop the plan that is to be submitted and placed on file with the FTA, which will allow us to then receive the funds and distribute them locally.

So again, today, what we are asking you to do is to approve the resolution in your packets so that we can proceed.

R. Antonneau made a motion to approve GBM as the designated recipient of Federal Section 5310. J. Withbroe seconded the motion. Motion carried.

**6. Discussion/Action: City of Green Bay School District/GBM partnership providing fare free Public Transportation to encourage students to participate in after school extra-curricular activities.**

T. Wittig stated the school district deserves a lot of credit for the initiative they are trying to do within the City of Green Bay school districts as far as giving opportunities for kids to participate in after school extra-curricular activities.

T. Wittig introduced Celestine Jeffreys, Green Bay Area Public School.

C. Jeffreys stated they had done some local research and some national research as well, that showed that students who are engaged in after school activities, which will be called co-curricular, are better connected to school and they do better in school. And since we have rules about grades for students that want to participate in co-curricular activities, that is one more adult that will be able to watch their academic progress.

However, when we ask our middle school students in particular why they were not participating in co-curricular activities, the main reason that they come up with is that they did not have transportation after school.

As you know, the federal rule is that if you live 2 miles away from the school we provide a bus for you. That also applies to private schools as well. So the students that live more than 2 miles away and who rely on a Lamers bus to take them home, will not participate in the co-curricular activities.

So in that effort to encourage students to participate, we entered into an informal agreement with Green Bay Metro to have students ride the buses after school fare-free, from 4:00pm until the last bus. All the students will have to do is show their school ID. Their ID will have a barcode sticker on the back to show that they are participating in a co-curricular activity.

We started this in April. We have not had a ton of participation because of the hours late in the school year. We have been hearing very positive comments about having this opportunity to get on the bus at no charge from the Assistant Principals and Activities Directors. We are very excited to continue this program in the fall and to continue with the same parameters.

Just to reiterate we have four High Schools (Southwest, East, West and Preble). We also have 7-Middle Schools (Edison, Lombardi, Franklin, Washington, John Dewey Academy of Learning, Aldo Leopold, and Red Smith).

T. Wittig commented there are a lot of folks very passionate about this program. He stated this is a pilot program to see if the kids will participate in co-curricular activities and to see if it succeeds. Since the start of the program in April we have had three students participate. We feel it is certainly a worthy opportunity to see how this program can help to assist the kids in any after school activities.

C. Jeffrey's indicated one of the school's missions is for all students to be college career and community ready. And for the school board this is part of being community ready.

K. Kuehn stated he likes everything about the program especially if it is going to get people interested in transportation. We need to get the youth acclimated to the system.

J. Withbroe made a motion to approve the City of Green Bay School District/GBM partnership providing fare free Public Transportation to encourage students to participate in after school extra-curricular activities. R. Antonneau seconded the motion. Motion carried.

**7. Discussion/Action: New 2013 "Discover Green Bay" Summer Kids Bus Pass in partnership with Neville Public Museum.**

T. Wittig stated we have an exciting new transit initiative, "Discover Green Bay" Summer Kids Bus Pass for all kids ages 9-17. This will begin June 15, 2013 and go through August 31, 2013. It will cost \$25.00 for unlimited rides on Green Bay Metro. He stated he was happy to be in partnership with the Neville Museum. This pass will allow the users unlimited free admittance into the Neville Public Museum, Monday through Friday, all summer long. This is a great educational tool and opportunity for kids to use Green Bay Metro as their transportation all summer to explore Green Bay. The passes will be available for sale at any participating Shopko outlet and at the Metro. We plan on having a press conference next Wednesday.

T. Wittig introduced Executive Director of Neville Museum, Rolf Johnson.

R. Johnson stated he was happy to be invited. So we are looking for ways to reinvent the museum and public perceptions and this is a great way to do it. I applaud mass transit. It is also a way to get kids that maybe don't have their driver's license, maybe cannot afford a car, or who don't have access to the family car, to actually get around the community. When Tom and Kevin met with me, I thought what a wonderful idea, because we are trying to encourage more young people and their families to come to the museum. We are having an exhibit this summer called "Golden Age of Video Arcade Games". It is a very family-friendly exhibit. It is about the art history, the technology, and the multicultural significance of the games. We are thrilled to partner with Metro and look forward to some other ideas.

K. Kuehn asked R. Johnson if the Commissioners could make a time with him to take a tour of the museum and check behind the scenes.

R. Johnson stated absolutely. Just give me a call as to whether it is a group or individual. I think that is a great idea, because we need to reintroduce people to the museum and what we have to offer and to see the things that are changing down there. We are part of a group called the Brown County Federation of History Museums and we had decided a few years back to adopt a theme every year to do programming together. In 2011, it was the Civil War program. This year it is "Transportation". We can do some double marketing for Green Bay Metro at the press conference talking about the role of transportation in the evolution of our community.

R. Antonneau made a motion to approve the new 2013 “Discover Green Bay” Summer Kids Bus Pass in partnership with Neville Museum. J. Withbroe seconded the motion. Motion carried.

## **8. Director’s Report**

T. Wittig announced that instead of an employee of the month we would like to give an appreciation award this month to Lisa Conard. She is a great resource and has been a huge help for Metro. T. Wittig stated congratulations and thank you from all of us at Metro.

L. Conard commented thank you very much. Of course we are a three person team over at the MPO (Cole Runge, Dan Teaters, and I). She has worked with Metro for 24 years. I enjoy working with the public and that’s one area I don’t get to work a whole lot, but, when I do get the opportunity to attend some of the hearings and public meetings, I like that part the best.

T. Wittig stated our Green Saturday continues to be a success. We had our record Saturday on May 4, 2013 with 3,844 rides and for the year we are up 8% on Saturday ridership.

T. Wittig stated since going to the Day Pass on January 1, 2013, the operators have commented that it is a better situation. Our revenue and revenue per mile is up significantly.

G. Jackson stated his Division has been awarded a Maintenance Blue Seal.

## **9. Miscellaneous Reports and Other Business**

P. Kiewiz stated in your packets you will find January, February, and March’s financial reports. This is a catch up now that the audit is finished. She gave a brief overview of the revenue and expense reports. P. Kiewiz stated that if the Commission would have any questions, she would be happy to address them.

R. Kolb inquired how ridership could be down and revenue up.

P. Kiewiz stated the day pass is playing a big role in why the revenue is up.

## **10. Establish the date of the next meeting**

The next meeting of the Transit Commission is scheduled for July 24, 2013 at 8:15 a.m.

## **11. Adjourn**

Motion made by K. Kuehn, second by R. Antonneau, to adjourn at 9:15 a.m. Motion carried.

Respectfully submitted,

Essie Fels